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NEWSPAPER

Advertising Age

July 9, 1990

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Scott Strabe

Jamie Kellner says Fox is like an awkward toddler with a few flashes of brilliance.

Fox's Kellner savors his 'risky' business

Sitting in a wing chair in his Los Angeles office, Jamie Kellner, Fox Broadcasting Co. president-chief operating officer, talked animatedly about Fox's successful upfront selling season, the network's relationship with advertisers and its plans for the future.

An edited transcript of his interview with Advertising Age *Reporter Marcy Magiera follows:*

Advertising Age: *Your hits, "Married . . . With Children" and "The Simpsons," have been consistently called risky. But you just sold $550 million worth of inventory in the prime-time upfront market. How have you been able to sell Fox to advertisers?*

Mr. Kellner: I think when we set out to design FBC, we met with a lot of advertisers and agencies, looking for the need of the industry. What we perceived the need to be was a targeted audience of the 18-49 adult age group, that didn't try to be all things to all people.

ONE ON ONE

Then we added on our desire to be very popular with the teen group, because they'd be the next 18-34 age group.

The reason we are now successful with advertisers is because we were correct in ascertaining what their needs and interests would be. . . .

It's interesting to me that if you look

(Continued on Page 45)

Time runs out for Lord Geller

WPP merges agency with Brouillard

By Gary Levin

NEW YORK—Despite a bitter court battle waged by Martin Sorrell to save Lord, Geller, Federico, Einstein, the agency's 23-year life as a separate entity has ended.

Mr. Sorrell's London-based WPP Group late last week merged Lord Geller into Brouillard Communications, a $70 million WPP subsidiary, to form Brouillard/LGFE.

The move came after Schieffelin & Somerset Co., Lord Geller's oldest client, fired the agency from its $10 million account. That spelled doom in a saga that began more than two years ago, when Lord Geller's top executives walked out and formed Lord Einstein O'Neill & Partners, bankrolled by Young & Rubicam.

WPP sued the six executives, Lord Einstein and Y&R, and ultimately collected a $7 million settlement. But the fallout of the legal fight included the loss of the $138 million IBM Corp. account and, with it, much of the agency's prestige.

Lord Geller once was a highly profitable $240 million jewel of JWT Group, acquired by WPP in 1987 in a hostile takeover.

M. Sorrell

A merger or shutdown of Lord Geller "was something contemplated for quite some time," said WPP spokesman Tom Davies, "and with the loss of one of its major accounts, it was felt by all parties concerned that [Lord Geller] no longer had the critical mass to justify having it as a separate agency."

Brouillard, specializing in financial and corporate advertising and public relations, will be home to the combined agency, which should have combined billings of $110 million. The merger could result in layoffs at

(Continued on Page 42)

Anheuser near $90M football deal at ABC

By John McManus

Anheuser-Busch and ABC this week will cut a four-year, $90 million deal in which A-B will advertise on "Monday Night Football" and Super Bowl XXV.

The Super Bowl will likely feature the third installment of the "Bud Bowl," a much-hyped promotion for Budweiser and Bud Light, since the exclusive ad package gives A-B 10 30-second commercial spots on the broadcast.

The network is also close to signing a similar deal for a "Monday Night Football" sponsorship with Miller Brewing Co., sources said, except that it won't include a Super Bowl package.

To secure both agreements, ABC was forced to make concessions that could cost it more than $50 million in beer ad revenue over the course of its new four-year, $950 million contract with the National Football League, industry sources say.

Under the terms of the A-B deal, the brewer will pay an estimated $8 million to be the exclusive beer sponsor for the Jan. 27 Super Bowl.

The last two Super Bowls have featured the Bud Bowl, a series of high-tech spots in which teams of helmeted bottles of each brand play a football game in front of bleachers filled with fans represented by anthropomorphic beer cans.

Both A-B and Miller initially will pay about $240,000 per 30-second unit for four units in each "Monday Night Football" broadcast—each brewer gets half-game ex-

(Continued on Page 44)

LAST MINUTE NEWS

Levine tastes Smartfood

DALLAS—PepsiCo's Frito-Lay named Levine, Huntley, Schmidt & Beaver, New York, to handle the estimated $10 million ad budget for Smartfood popcorn. Mullen Advertising, Wenham, Mass., continues as PR and direct marketing agency for the brand, which has just completed its national rollout. Mullen resigned the ad account when a "positioning conflict" arose over a TV spot that the agency created for juice marketer Veryfine. That spot shows people passing up a Pepsi-Cola Co. vending machine in favor of a Veryfine machine.

HHCC beefs up for Infiniti

MARINA DEL REY, Calif.—Hill, Holliday, Connors, Cosmopulos last week made three senior-level additions to the creative ranks of its office here, which handles Nissan's $100 million Infiniti account. Ivan Horvath, 44, joined as senior VP and co-creative director, teaming with Hill Holliday's Dan Mountain, exec VP and co-creative director. He comes from Ogilvy & Mather, Los Angeles, where he was senior VP-creative director (AA, July 2). Bruce W. Ritter, formerly at DDB Needham Worldwide, Chicago, will join Jonathan Mandell, who exits BBDO Worldwide, New York, as another senior team on the account. Both men become VP-associate creative directors. Mr. Ritter was VP-associate creative

(Continued on Page 8)

INSIDE

Meet Roberto Suarez, Anays Robles and others with "hidden" affluence —after P. 32.

Former top Saatchi execs plan own agency P. 2 • Chilko rafting accident lawsuit set for trial P. 4

NEWS SUMMARY

■ **Anheuser-Busch** and ABC have set a four-year, $90 million deal for advertising on "Monday Night Football" plus beer sponsorship on Super Bowl XXV. 1

■ **Lord, Geller, Federico, Einstein**, after losing the $8 million to $10 million Schieffelin & Somerset Co. account, merged with Brouillard Communications. Both are units of WPP Group. 1

■ **Two former Saatchi & Saatchi executives**, Roy Warman and Terry Bannister, say they plan to re-enter the ad business by starting an agency or buying one. 2

■ **Whitehall Laboratories** President Randy Yates resigned last week, and at the same time the American Home Products unit moved its $17 million Anacin aspirin account to Partners & Shevack from Young & Rubicam. 3

■ **Home remedy ad spending** will increase dramatically if the federal government, as expected, approves over-the-counter versions of some popular prescription drugs, including Seldane and Carafate. 3

■ **East Germans** began buying Western goods with their newly unified currency, and cigarette companies were among the first Western marketers to aggressively promote their products in East Germany. 3

■ **A federal judge** refused to dismiss the $20 million lawsuit against DDB Needham Worldwide stemming from the death of Procter & Gamble Advertising VP Robert Goldstein, who perished with four others in a rafting accident on Canada's Chilko River in 1987. 4

■ **"Houston's hot"** is the theme of the local host committee for the economic summit, which brings leaders of the seven industrialized Western nations to Houston. National and local marketers are tying in. 12

■ **World League of American Football,** to start playing next March, has begun a drive for $15 million in sponsorships. 18

■ **PresentFutures** is the name of a new joint venture by D'Arcy Masius Benton & Bowles and PresentFutures Group to track marketplace changes that will affect business practices. 28

■ **Ralph Ingersoll II** said he sold his U.S. newspaper holdings because European ad growth will surpass U.S. growth in the years ahead. 41

■ **The new president of Coca-Cola USA,** M. Douglas Ivester, 43, played a key role in the company's European growth and is said to be a strong candidate for the presidency of Coca-Cola Co. in the future. 43

■ **Howard Johnson's and Ramada's** new marketer said its first task will be to decide how to position the hotel/motel chains 43

■ **Daytime network TV** brought an estimated $1 billion in upfront sales last week, about 5% above last year. CPM increases reportedly averaged about 10% over last season. 45

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ABP RED TAG ABC CMCA MPA

Chrysler accelerates corporate campaign

By Raymond Serafin

Chrysler Corp. is shifting ad funds from its three divisions to boost visibility of the "Advantage: Chrysler" corporate campaign, media and agency sources say.

The move will likely double the campaign's original $25 million budget but carries the risk of diminishing individual brand-building efforts. The shift would cut Chrysler's media spending on brand advertising, estimated at $300 million this year, by about 8.3%.

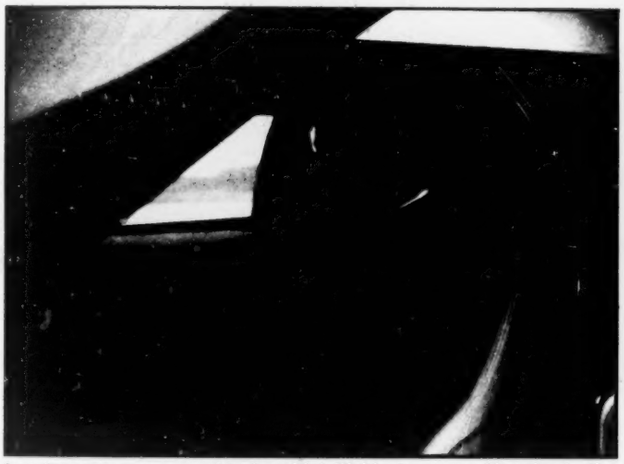
The shifting of money indicates an endorsement of the campaign by Chrysler as its best hope for regaining automotive market share. Chrysler is the No. 3 U.S. auto marketer.

Corporate agency Bozell, New York, created the campaign, which has emphasized head-to-head comparisons with competitive Japanese brands.

The campaign's fourth phase, touting seven of Chrysler's performance models as faster than rivals from Nissan, Mazda and Toyota, broke last week on network and cable TV.

As in all three previous phases, Chairman Lee Iacocca is the pitchman. Standing next to Chrysler's Lamborghini Diablo, Mr. Iacocca ends the 30-second TV spot by saying, "If Chrysler isn't the performance company, then I'm Joe Isuzu," a reference to American Isuzu Motors' well-known, fictional ad spokesman.

A six-page gatefold breaking in today's issue of *Sports Illustrated* and August issues of *Motor Trend* and *Car & Driver* starts with a two-page headline: "If you think Nissan, Mazda and Toyota have the edge from 0 to 60 . . . Think again. Think fast."



Lee Iacocca revs up a Lamborghini Diablo to prove Chrysler is the performance automaker.

The gatefold opens into a four-page layout that features Mr. Iacocca with the seven models—the Diablo and versions of the Eagle Talon; Plymouth Laser; Dodge Daytona; Dodge Spirit R/T and Stealth, both coming in the 1991 model year; and Dodge Viper, making its debut in 1992.

John Damoose, VP-brand marketing, earlier had said Chrysler's performance cars would be featured in separate ads to counteract a perception the company markets dull, stodgy cars.

The shifting of funds, combined with the inclusion of models from all divisions in the performance-car advertising, illustrates that Bozell is being relied on to carry more of Chrysler's marketing load.

Bozell's Birmingham, Mich., office handles Chrysler/Plymouth division, while BBDO Worldwide, Southfield, handles Dodge and Campbell-Mithun-Esty handles Jeep/Eagle.

Based on LNA/Arbitron Multi-Media Service figures, 1989 media spending was $139.8 million for Dodge, $85.9 million for Chrysler/-Plymouth and $74.3 million for Jeep/Eagle, a total of $300 million. Chrysler is maintaining the same level of spending this year.

BBDO is believed to be affected

(Continued on Page 44)

Saatchi vets to start over

By Laurel Wentz

LONDON—Roy Warman and Terry Bannister, Saatchi & Saatchi Co.'s former joint chief operating officers, plan either to start their own ad agency or buy one.

Lawyers for Messrs. Warman and Bannister, both of whom abruptly left Saatchi in May following a power struggle with Chief Executive Robert Louis-Dreyfus, are hammering out the legal details with Saatchi that would allow them to re-enter the ad business.

"We're in the design stage," Mr. Bannister said of the two executives' future plans. "We know it will take some time to design what we want and [decide] how broad a geographical spread—whether it will be confined to the U.K. or have an international orientation.

"It would be a shame to waste our international experience," he said, adding, "I don't believe the world needs another commodity-based company. We would make anything we started different from what exists."

Mr. Bannister said, "In essence, [the new company] would be going further back upstream than most agencies do in devising a total communications strategy in which advertising would be [a later] part of the execution."

R. Warman

T. Bannister

Photos by Marc Schlossman

The settlement Messrs. Warman and Bannister have negotiated with Saatchi enables them to return to advertising as long as they don't approach Saatchi clients or staff for a period of three years and perhaps longer, sources say.

Financially, the settlement is believed to cover Messrs. Warman's and Bannister's $600,000 annual salaries for the remaining four years of their contracts as well as compensation for pension and other benefits.

The two men, with Saatchi since it was a small agency in the early 1970s, departed after a reorganization by Mr. Louis-Dreyfus—who was brought in to turn the company around—left them without an important role.

Messrs. Warman and Bannister were considered part of the inner circle of executives trusted by the Saatchi brothers, Charles and Maurice.

The duo had worked as a close team—even as far as sharing a desk—since taking over Saatchi's London agency in 1981. Shared jobs running the communications division during the go-go years of Saatchi growth preceded their last job at the holding company.

Mr. Warman began on the media side of the agency business, while Mr. Bannister joined Saatchi on the account side.

On another front, Saatchi & Saatchi took an important step last week by disposing of another unwanted consulting unit.

Saatchi reached conditional agreement to sell Gartner Group to U.S. investment fund Information Partners for $70 million, of which only $55 million will be in cash. Saatchi paid $86 million for Gartner in 1988.

Saatchi spent about $425 million to assemble a consulting division and, with three more small companies still to sell, will probably end up receiving about $136 million less for the businesses than it paid, after expenses, industry analysts report. □

NEWSWATCH

REGIONAL NEWS

Chicagoland McDonald's Operators Association co-op removed poster ads from the controversial vending boxes for the *Chicago Observer*, a new free monthly newspaper. City officials had complained that the 3-by-4-foot McDonald's ads on the boxes constituted unlicensed outdoor boards (AA, July 2). Executives with local outdoor advertising companies reportedly are among the backers of the new paper. Mayor Richard M. Daley supports a pending ordinance restricting the size of newspaper vending boxes and prohibiting ads on them. Leo Burnett USA handles the co-op and McDonald's Corp.'s national account.

■ **Checkout Channel** in August begins testing TV monitors in supermarket checkout lanes in 10 stores in Atlanta; Charlotte, N.C.; Columbus, Ohio; Detroit; Los Angeles; and New York. The joint venture of Actmedia and Turner Broadcasting System airs commercials and other programming. No advertisers have signed yet; Actmedia is selling ad time. The test will run through October; Actmedia and Turner plan expansion to 5,000 supermarkets nationwide in early 1991.

NEW CAMPAIGNS

■ **Bowling Proprietors' Association of America** plans a $20 million ad campaign to strike the sport's low-brow image. Five 30-second TV spots and five 60-second radio spots are expected to break in August in 20 markets. Themed "It's a whole lot more than a game," the effort targets recreational bowlers including families, stay-at-home moms and seniors. Print, outdoor, direct mail and point of purchase support. Ogilvy & Mather, Houston, created the spots. The association is reviewing Texas agencies to buy media.

An upcoming $20 million ad campaign shows bowling isn't just for guys like Ralph Kramden.

■ **Circuit City** today breaks a spot TV campaign in eight markets, themed "Circuit City. Where service is state of the art." J. Walter Thompson USA, New York, handles the estimated $25 million broadcast account.

■ **ShowBiz Pizza Time** today breaks three TV spots in about 70 markets, continuing the theme "Where a kid can be a kid." One spot designed to look like a 1950s educational film examines the keys to a happy childhood, including ShowBiz pizza. Another shows a kid treating his mom to dinner at ShowBiz after a long day. Keller-Crescent/Southwest, Irving, Texas, handles.

■ **Victoria Bank & Trust** is running in Texas a TV, radio, print and outdoor campaign themed "Banking, pure and simple." The slice-of-life campaign profiles people and communities, such as the "power breakfast club" that meets at Faires' drugstore in Edna, Texas. Taylor Brown Smith & Perrault, Houston, handles.

■ **Toyota Motor Sales USA** is running ads in *People's* 94 regional editions profiling 167 dealers who earned the company's highest award for customer satisfaction. The campaign broke July 2 and runs for four weeks. The "Toyota Touch President's Award" campaign, via Saatchi & Saatchi DFS/-Pacific, Torrance, Calif., first ran in 1988.

PRODUCT NEWS

■ **Rocco Enterprises** in August will introduce Shady Brook Farms Marinated Fresh turkey cutlets in six flavors in the Northeast. A $4 million TV and print effort themed "Deliciously fresh. Deliciously different" will support via Warwick Baker & Fiore, New York.

■ **Florida Lottery's** Fantasy 5 on Aug. 6 will expand to three drawings a week from two. Drawings will be held Monday, Wednesday and Friday nights. Since its April 1989 introduction, the game has averaged $9 million in sales each week. Bozell, Tampa, Fla., handles the $34 million account.

■ **Heublein** bought the Cocktails for Two prepared drinks line from Schenley Industries. Heublein is the prepared drinks market leader with Heublein Cocktails and Club Cocktails. Mentler & Co., Dallas, has handled Cocktails for Two promotions; Leo Burnett USA, Chicago, bought media.

AGENCY NOTES

■ **MacNamara, Clapp & Klein**, New York, is looking for a new president following the departure of Keith Fischer, who held the post for two years. Chairman Frank MacNamara said Mr. Fischer left last week by mutual agreement. Mr. Fischer couldn't be reached for comment.

The $38 million agency has gone through several changes, many resulting from the sale of its biggest client, liquor marketer Buckingham Wile Co., to Hiram Walker Inc. Last month, Hiram Walker moved its $8 million Beefeater gin account to Eisaman, Johns & Law, Chicago. Two other brands, Denaka vodka and B&B liqueur, also were moved, but Mr. MacNamara said the brands had no ad support this year. He said the Beefeater billings have been replaced by new business, including the launch of Fathom, a fragrance from Mem Co.

■ **Brown Marketing Group**, Turnersville, N.J., has been formed by David Brown, 27, former account supervisor at Earle Palmer Brown & Spiro, Philadelphia. The agency specializes in minority marketing programs and mainstream marketing strategies for minority-owned businesses.

■ **Powell Adams & Rinehart**, Washington, is the new name of Ogilvy & Mather Public Affairs, part of a restructuring of the Ogilvy Public Relations Group that creates a network of Ogilvy's corporate and public affairs units under the Adams & Rinehart name. Jody Powell is chairman of the Washington office.

■ **Bozell Ellis Diaz**, Tampa, Fla., has shortened its name to Bozell.

■ **Philadelphia Advertising Club** this month joins the American Advertising Federation.

ACCOUNT ACTION

Chemical Manufacturers Association, Washington, is considering five agencies for the new association's $10 million account. They are N W Ayer; Chiat/Day/-Mojo; Levine, Huntley, Schmidt & Beaver; and Warwick Baker & Fiore, all New York, and Fallon McElligott, Minneapolis. . . . **Leon's Furniture**, Toronto, to **W.B. Doner & Co.**, Southfield, Mich., and **Doner Schur Peppler**, Toronto, first agencies for account service and creative, respectively, on its estimated $7 million account. Doner already handled broadcast media planning and buying for the 40-store chain. . . . **Intelligy Corp.**, Pleasanton, Calif., to **Goldberg Moser O'Neill**, San Francisco, from Wieden & Kennedy, Portland, Ore., for the $5 million account for Wings, a new learning product for children ages three to six. . . . **Harvard Community Health Plan**, Brookline, Mass., to **Hill, Holliday, Connors, Cosmopulos**, Boston, from Cabot Communications for its $4 million health maintenance organization account. . . . **Morgan Furze Ltd.**, Fort Lee, N.J., to **Grace & Rothschild**, New York, from MacNamara, Clapp & Klein for its $3 million account for the Metaxa line of Greek spirits. Morgan Furze is a unit of Grand Metropolitan. . . . **Kentucky Fried Chicken Kansas City Co-op**, Kansas City, Mo., to **Hoffman, York & Compton**, Milwaukee, from Travis/Walz & Associates, Overland Park, Kan., for the approximately $1 million account. . . . **Guest Quarters Suite Hotels**, Boston, to **Gerbig, Snell/-Weisheimer & Associates**, Worthington, Ohio, first agency for the hotel chain's estimated $1 million Midwest and Southern local/regional accounts.

Summit spotlight keeps Houston hot

By Jennifer Lawrence

HOUSTON—The economic summit that begins here today is proving to be a boon to media companies.

National and local marketers are seeking visibility as leaders of the seven Western industrialized nations meet for three days.

Pepsi-Cola Co. and Wendy's International jointly bought three outdoor boards welcoming summit participants. Also running boards are M.W. Kellogg Co., a petrochemical engineering company, and Continental Airlines, said Donna Baker, VP-general manager of Patrick Media Group of Houston.

Interest in the economic summit has benefited media.

The *Houston Chronicle's* special section on the summit July 8 was the paper's largest ever, 96 pages, including 48 ad pages. An extra 3,500 copies will be available during the meeting.

The Houston Post on July 1 issued a 48-page special section previewing the week's events; it carried 31 ad pages. An earlier edition was mailed to delegates and media representatives.

"It didn't require any bells and whistles [to sign advertisers]. It was an easy sell," said Ray Dallman, *Post* senior VP-advertising and marketing.

The Wall Street Journal's special report on the summit appears today in Asian, European and U.S. editions.

Houston, the fourth largest U.S. city and President Bush's adopted hometown, also could turn around its image as the local economy rebounds. A group of local ad executives led by agency Taylor Brown Smith & Perrault created a logo and a radio spot themed "Houston's hot," offered to advertisers by the host committee. City officials hope to use the theme as a tagline after the summit ends.

Companies including Houston Lighting & Power Co., Conoco Inc., Adolph Coors Co., Foley's and Kroger Co. have picked up the theme for their own summit-related ads.

Anyone who doubts Houston is hot hasn't been here in July. But there's no cause for worrying about the weather in "the most air-conditioned city in the world," said Peter Roussel, communications director for the Houston Economic Summit Host Committee. □

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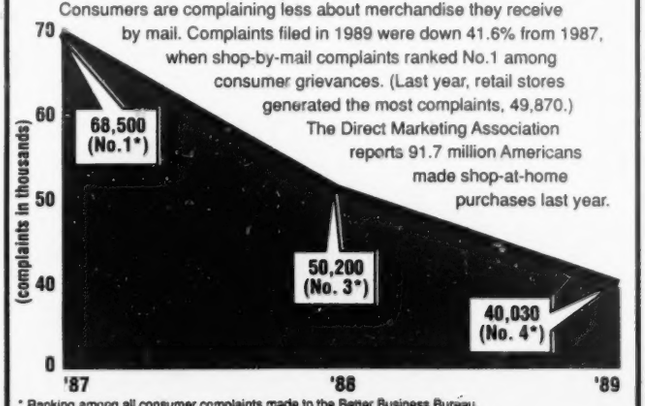
DATAWATCH

Shop-by-mail complaints decline

Consumers are complaining less about merchandise they receive by mail. Complaints filed in 1989 were down 41.6% from 1987, when shop-by-mail complaints ranked No.1 among consumer grievances. (Last year, retail stores generated the most complaints, 49,870.) The Direct Marketing Association reports 91.7 million Americans made shop-at-home purchases last year.



* Ranking among all consumer complaints made to the Better Business Bureau.
Source: Council of Better Business Bureaus.

CYNTHIA WATSON

SPECIAL REPORT

Marketing to Affluents:

Hidden pockets of wealth

Edited by Adrienne Ward

Where's the wealth? S-2, S-4, S-6
Asians, gays and other market segments comprise U.S.' wealthiest niches.

Drug deals S-8
They fuel the luxury-goods market, but advertisers aren't ogling them.

Lotto-luck S-8
It's not exactly mattress stuffing, but . . .

Bill Wax

While Anays Robles is off playing tennis, husband Roberto Suarez keeps time to his Rolex. Are they yuppies? Marketers should take a closer look.

Old money, new lifestyle

Yucas cross cultures to carve their slice of American dream

By Anne Moncreiff Arrarte

YOUNG CUBAN AMERICANS

Anays Robles and Roberto Suarez are like many successful married professionals in their 30s: They own their own home, drive new cars and spend a significant portion of their annual $100,000 income on entertainment, clothing and popular consumer goods.

But unlike yuppies, the Suarezes are yucas—young, upwardly mobile Cuban Americans. For marketers targeting this affluent niche, it is a crucial distinction.

"This market segment has a great deal in common with yuppies," says Gary Berman, president of Market Segment Research. "But there are two important differences. One, they hold on to their traditional values of family, religion and language. Two, and most important, they are bicultural and bilingual—they have options."

The facility to participate in Cuban and Anglo cultures makes them both hard to find and hard to target. But their high incomes, unique dependence on the wealth of their extended families and full participation in the accoutrements of the American dream make them especially alluring as an upscale target.

Take Roberto Suarez. He arrived in Miami 30 years ago at age 8 and says he spoke much better English than Spanish until he spent time as a professional in Venezuela.

He got his undergraduate degree at Rutgers University and his masters of business administration at Wake Forest University in Winston-Salem, N.C., before returning to Miami in 1975. He now is a partner in the Peregrine Group, a business and investment consultancy.

Mr. Suarez wears a Rolex watch, Armani suits and drinks Absolut vodka, Amstel Light beer and California wines. His wife calls him Robert, even though they speak with each other in Spanish half the time.

But Mr. Suarez has some very Cuban habits as well.

The son of *Miami Herald* President Roberto Suarez Sr., Mr. Suarez professes to read *El Nuevo Herald* along with the *Miami Herald* and *The Wall Street Journal*.

He switches back and forth between Spanish and English-language radio, watches local news in Spanish and national news in English—a quality issue, he says.

"I consider myself a Cuban American," he says.

His wife, 31, arrived in Miami as an infant and never left. She went to a local parochial girls school and graduated from Florida International University. Her father was a doctor and her mother, she says, is independently wealthy.

Ms. Robles stopped working five years ago when she married and enjoys shopping and working out.

She reads *Newsweek, Travel & Leisure, Food & Wine* and the *Vida Social* section of Miami's *El Nuevo Herald*.

She watches Spanish-language TV when there is "something special," and her choice of English or Spanish depends on with whom she is speaking, though she's more comfortable in English.

The couple are part of a large, affluent market. Of the estimated 1 million Cuban Americans in the U.S., 304,000 are between the ages of 20 and 39, according to 1989 U.S. Census figures.

Richard Tobin, president of Miami's

(Continued on Page S-6)

■ *One of the biggest misconceptions of the affluent market is that it is one market. There are several.*

The money in America is not found only behind the tall, cloistered walls of suburban country clubs. From Asian immigrants to single women, young Cuban-Americans and gay couples, today's wealth is spread among niches.

In this report, Advertising Age *profiles individuals and families who represent some of the fastest-growing pockets of affluence.*

BAROMETER

Take a number

Top 20 national publications among adults with household income of $60,000 or more

Title	circulation
National Geographic	9,251
Better Homes & Gardens	8,990
Reader's Digest	8,610
TV Guide	7,426
People	7,281
Time	7,165
Newsweek	5,739
Sports Illustrated	5,480
The Wall Street Journal	5,037
USA Today	4,526
HG	4,166
Money	3,974
U.S. News & World Report	3,824
Smithsonian	3,526
Travel & Leisure	3,411
The New York Times (Sunday)	3,179
House Beautiful	3,015
Country Living	2,910
Bon Appetit	2,873
Architectural Digest	2,783

Note: Totals are in thousands
SOURCE: Mendelsohn Media Research

1989-90 season average of top 10 TV shows among adults with household income of $60,000 or more

Program	rating
Roseanne	28.1
Cheers	27.9
Dear John	24.2
Wonder Years	24.1
NFL Monday Night Football	24.1
L.A. Law	23.4
The Cosby Show	23.4
America's Funniest Home Videos	23.2
60 Minutes	22.9
Chicken Soup	22.7

SOURCE: Nielsen Media Research